

Message Text

UNCLASSIFIED

PAGE 01 HONG K 03383 151238Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----118242 152338Z /72

R 150835Z MAR 78
FM AMCONSUL HONG KONG
TO USDOC WASHDC
INFO SECSTATE WASHDC 9433

UNCLAS HONG KONG 3383

E.O. 11652: N/A
TAGS: BEXP, HK
SUBJECT: FOLLOW-UP ON ADS FOR ROYAL CROWN BEVERAGE CO., LOS
ANGELES, CALIF 90001

REF: (I) COMMERCE CD-144, 11/14/77; (II) HK 0803, 1/1/78

1. MR VINCENT YOUNG OF CONCORD LIMITED, ONE OF THE
THREE NAMES SUBMITTED UNDER SUBJECT ADS VIA REFTEL, REPLIED TO
ROYAL CROWN BEVERAGE CO.'S LETTER OF DECEMBER 28, 1977 SIGNED
BY MR C T MOON ON FEBRUARY 23, 1978 STATING CONCORD
IS PREPARED TO PLACE AN INITIAL TRIAL ORDER OF ONE 20 FOOT
CONTAINER WITH ANOTHER 40 FOOT CONTAINER TO FOLLOW IN 2 WEEKS
ON RC CANNED SOFT DRINKS. HOWEVER, TO DATE CONCORD HAS RECEIVED
NO RPT NO RESPONSE FROM ROYAL CROWN.

2. ACTION REQUESTED: IN VIEW OF THE FACT THAT CONCORD IS
A WELL ESTABLISHED TRADING FIRM AND IS ONE OF THE POST'S
BEST BUSINESS CONTACTS WE WOULD APPRECIATE USDOC AND FIELD
OFFICE IMMEDIATE ASSISTANCE IN CONTACTING ROYAL
CROWN AND REQUESTING THEM TO CABLE OR TELEX CONCORD
ASAP INDICATING THEIR WILLINGNESS TO ESTABLISH A
REPRESENTATIONAL RELATIONSHIP AND/OR TO FILL THESE ORDERS.

3. NOTE: US FIRMS THAT UTILIZE THE ADS PROGRAM MUST
AT LEAST COMMUNICATE WITH CAPABLE FIRMS WHICH
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 HONG K 03383 151238Z

SEEK THE DESIRED RELATIONSHIP. FAILURE BY
US FIRMS TO RESPOND TO INQUIRIES GENERATED BY POST
EFFORTS CREATES SIGNIFICANT CREDIBILITY GAP WITH
LOCAL BUSINESS COMMUNITY AND SERIOUSLY HINDERS THE
ENTIRE ADS PROGRAM.
SHOESMITH

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978HONGK03383
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780115-1201
Format: TEL
From: HONG KONG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780367/aaaaceiy.tel
Line Count: 61
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 5358cec6-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3327393
Secure: OPEN
Status: NATIVE
Subject: FOLLOW-UP ON ADS FOR ROYAL CROWN BEVERAGE CO., LOS ANGELES, CALIF 90001
TAGS: BEXP, HK
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/5358cec6-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014